Attachment A
Website Redesign *(Phase 1)*

Scope of Work

The objective of this Phase 1 project is to create a strategic pathway and next steps for the development of a new Redmond.gov website. The City of Redmond is looking to create an innovative and user-centric responsive website that reflects what the community wants for online engagement and information needs. The successful Consultant will conduct stakeholder outreach, analyze stakeholder requirements and make recommendations for the new website design based on their findings.

The City will use the final deliverables from this engagement to create a subsequent RFP and Phase 2 project to implement a new website.

Consultant Services and Deliverables:

1. Coordinate and collect significant feedback from Redmond interested parties and stakeholders (i.e. community members and stakeholders, businesses, and City staff). Respondents should have experience gathering this type of information and specify their proposed plan.

The following points should be mapped out in the proposal, plus any the Consultant deems beneficial for a successful outcome.

- Provide general plan with division of City and Consultant roles/tasks for optimal outcomes (i.e. recruitment of participants, etc.)
- Specify focus group and other communication channels anticipated for use
- Specify when events are onsite or conducted remotely

2. Analyze outreach results and translate into working plans.

The following points should be included in the deliverable report, plus any the Consultant deems beneficial for a successful outcome.

- Summary of the details obtained from outreach initiatives
- Detailed analysis of stakeholder content, design and functionality preferences for a new website showing priorities, audience differentiation, etc**.**
- Though not a focus, appropriate feedback regarding the existing website

Keep in mind, the intention for deliverables 1 and 2 are to look to a future innovative website product. Comparing with or mapping from the existing website is not the focus of these deliverables. However, in gathering feedback, if information considered beneficial for the transition is collected about the existing site, it should be included in deliverable 2.

3. Create deliverable showing multiple recommendations for a responsive user-centric website design.
The materials provided here will be used to transition to the Phase 2 web project (building and developing the website). It should include the following concepts, plus any the Consultant deems beneficial for a successful project.

- Proposed information architecture options
- High level navigation structure
- Wireframe concepts
- UI Concepts